

PM U.S.A. <input checked="" type="checkbox"/>		DESIGN REQUEST		PM International <input type="checkbox"/>	
Requested By: Arthur Goldfarb		Date Requested: 4/29/91		Assigned Design Firm: Tong/McKnew	
Brand: Bucks				Brand #: 4000	
Comments: Show comp with back end of Buck on back of pack					

Design Category: ☐ Promotional Changes ☐ Copy Changes ☐ Size Changes
☒ Original & Major Design Modifications

Packaging Information: <input checked="" type="checkbox"/> Design Development		<input type="checkbox"/> Reproduction Artwork	
<input checked="" type="checkbox"/> 85 mm	<input type="checkbox"/> 20's	<input checked="" type="checkbox"/> Soft Pack	<input type="checkbox"/> Face Panel Comp
<input type="checkbox"/> 100mm	<input type="checkbox"/> _____	<input type="checkbox"/> Flip-Top-Box	<input type="checkbox"/> Face, Sides & Ends
<input type="checkbox"/> _____	<input type="checkbox"/> Inner Frame	<input type="checkbox"/> Carton	<input type="checkbox"/> Working Pack
<input type="checkbox"/> Inner Foil	<input type="checkbox"/> Embossed	<input type="checkbox"/> Special Stock	<input type="checkbox"/> Tipping
			<input checked="" type="checkbox"/> Back Panel
			<input type="checkbox"/> All Panels/CPC
			<input type="checkbox"/> For Photography
			<input type="checkbox"/> Non-Working Pack

Marketing Brief:

Make a comp that shows the back end of the buck on the back of the pack.

Try a different setting such as:

- current setting (in mountains)
- On a hillside overlooking the Manhattan skyline
- On a hillside overlooking the Golden Gate Bridge
- On a hillside overlooking a river (steamboat?, canoe?)

Prepare these as back panel overlays which Mark can place on to the current approved SP label design.

The above are suggestions, we might also consider Yellowstone National Park, Old Faithful; Mount Rushmore; St Louis, Golden Arch, etc. Whatever the illustration, it should not look like a cartoon.

REVISION 6/10/91 FROM \$3500-4375 TO \$4000-5000.

mkw

Degr. No.	Phase	Comments
1142	16	

ESTIMATE:	\$4,000 - \$5,000
DUE DATE:	5/18/91

Revised: 6/10/91

MARKETING V/P DIRECTOR APPROVAL  DATE 6-13-91

JOB COMPLETED ☒

2049038208